

Wright's

A GOOD PLACE TO TRADE

IT COSTS NO MORE
TO DRESS IN
STYLE

The secret is to know how.

No dress is so expensive as the one you make and never wear, because you are disappointed in its appearance, fit, style, etc.

Why Take Chances?



Select your styles from
**PICTORIAL REVIEW
PATTERNS**

today, absolutely the best pattern in America.

Visit our Pattern Department.

See the **FASHION BOOK** for Spring
and the
MARCH Patterns
Now on Sale.

FACTORY WILL ADD TO WORKING FORCE

Joseph Scowcroft, president and general manager of the John Scowcroft and Sons company, has returned from a business trip to New York and other eastern cities and in speaking of business conditions in general said:



YOU'LL BE SURE TO FIND

whatever the box contains just right. Whether it be a fancy waist, gown or suit, your face will wear that satisfied expression upon opening it. Be relieved of all worry and unpleasantness of not having everything JUST RIGHT by sending your garments for our careful and skilled dry-cleaning process.

**OGDEN STEAM LAUNDRY
COMPANY**

Phone 174. 437 Twenty-fifth St.

NOW IS THE TIME

for a Spring Blood Purifier

—from Sassafras to Sarsaparilla.

**McBRIDE
Drug Co.**
"THE HOUSE OF
QUALITY"
2463 Wash. Ave.
"House of Quality."

CONFESSIONS OF A MAIL ORDER MAN

One 50-Foot Lot in the Big Mail Order City Sells for More Than a Thousand Western Farms—Every Time You Send a Dollar Away From Home You Decrease the Value of Your City or County Property—Half a Billion Dollars Is Taken From the Small Towns and Villages Every Year in Cash.

The mail order business, with the exception of the stock market, is the only business in which the entire capital is furnished by the trader in advance of the transaction.

Furthermore, there is no business in the world that could not be made highly profitable—abundantly so—if the customers were to pay their money in advance at the time of the giving of the order.

For the reason that the merchant or dealer who handles the cash is not subject to any loss from bad credits, cancellation of orders, return of goods, etc.

Did you ever stop to consider that if there are a half dozen, more or less, bad credits, or, to use a more forceful expression, "dead beats," in your community on the books of the merchant with whom you do business, that it is you who must pay for his bad debts? There is no other way for the merchant to save himself from loss. Somebody must pay and, naturally, it is those who do pay their bills who must pay enough extra to take care of the bad debts and save the dealer from loss.

Something like half a billion dollars, a sum which staggers the comprehension of any mathematician, a sum that you could never count in a lifetime were you to count every number out mentally, is sent to the big cities every year with orders for merchandise to the big mail order house. You send your portion of that enormous sum.

This great sum would capitalize a half million stores in as many small towns with a thousand dollars each, in cash. But there are not that many small towns in America. In fact, the figures are so big that it is impossible to compute them with reasonable accuracy. However, if this great volume of capital were to be invested with local merchants in the small towns, instead of sending it away to the mail order houses in the big cities, do you realize what it would mean to your own town?

Do you realize that it would mean that the merchants in your own town could supply you with everything that the mail order houses can give you—that everything would be of a better quality and more substantial and that you would be able to get what you want, when you want it? Also that the money would be reinvested right in your own town, which would mean more money from taxes for improvements, better streets, better lighting facilities, better schools, better roads in your county, etc.?

Were you to go to your local merchant and give him the money in advance for any purchase you might desire, instructing him to buy it for you and giving him a few days' time in which to find just what you wanted, you would be more effectively served and better satisfied. Should there be an error in his selection you could talk it over with him and he would make it right. He would be compelled to, even if he did not desire to do so. But he would realize that it was to his own interest to make the deal satisfactory, without compulsion, and everything would be on a much better footing, all around.

Were these conditions to prevail, and they will prevail, without question, some time, there are thousands of dead little towns now in existence that would spring into prosperity, which would increase the value and the real worth of every house and lot in the town. Yes, every farm in the community would be worth so much more per acre, every bushel of grain, every ton of hay and everything raised on the farm would be given an additional value.

There would be a great readjustment of values throughout the United States. Country property would be worth so much more, while the inflated values of city property would seek a fair level.

Just think of it. A corner lot in a city, 60 feet wide by 150 feet long, being set at a value exceeding the set value of a thousand farms in any of our most productive states. There are lots in Chicago, New York and some other cities, no bigger than the size above mentioned, that are valued, and are transferred on the real estate market, at many millions of dollars. You can read of these transactions in the newspapers every once in a while.

And speaking of newspapers, it is the newspaper, the paper in the small town, that stands between the grip of the big city on the prosperity of the city in the small town or the country and your independence of that life-squeezing power. It is the little newspaper, as compared with the metropolitan journal, that acts as your champion, that fights for you every week in the year.

There is not a newspaper in the United States, no matter how small, that cannot accept, if it will, more money from the big mail order houses in exchange for advertising and "boosting" than it receives all told from the local merchants.

I speak from knowledge. I have handled campaigns for the purpose of subsidizing the small newspapers in the interests of more than one mail order house. I have sent out attractive literature urging the country newspapers to become prosperous by taking our advertising for their columns. I have offered rates higher than

the published rates in these newspapers, to persuade them to become "friendly" to the mail order house, instead of championing the cause of the local merchants.

Why didn't they do it? you will ask. Does the mother permit her baby in arms to starve? Does the mother bird refuse to feed her young? Does the father decline to support those dependent upon his efforts?

Of course not. There is loyalty and fidelity left in the world. The publisher of the newspaper in the small town is loyal to his community, almost without exception. He cannot be bought by the power of money. He realizes what it means to the business men in his community to be threatened constantly with the competition of the mail order houses and what the lying catalogues mean to the readers of his paper.

To return to the subject of the exorbitant values of property in the cities as compared with the big, profitable slices of mother earth that actually produce the necessities of life. City property is held of such great value because such property is a headquarters for the juggling of the value produced in the country, but not capitalized in the country. Everything is capitalized in the city.

The whole wealth of the world is in the soil. The currency, the gold pieces, the stocks and the bonds are merely tokens of that wealth which comes from the soil. If these tokens would not purchase that which is produced from the soil they would be worthless.

You who live in the country, own the wealth of the United States. But your lives are so filled with the little details of conserving and producing wealth that you do not take the time necessary to consider how to profit by the wealth which you produce. At the same time those who live in the cities spend their entire time in figuring out how best to profit by your work and your efforts. In almost every instance the consumer, the person who uses your product, pays many times the amount that you realize out of it. Of course, all of this profit between you and the consumer goes to the men in between—those who juggle the values.

An enormous proportion of your own produce, manufactured and juggled, comes back to you at swollen prices through the mail order houses.

All over this great country efforts are being made to change these conditions. In a majority of the small towns the thinking men and women are discussing this great problem. Boards of trade, chambers of commerce, business men's associations and other similar organizations are springing up and these great questions are being thrashed out. Great progress is being made, but still the millions of your cash are being sent to the big mail order houses all the time.

Really this is the key to the whole subject. Keep your money at home. Buy from your local merchants. Keep the cash in circulation in your own community. This will solve the problem. You have clever men in your town. Get together and talk about it. Arrange to buy your supplies in your own town and let the catalogue houses go hang. All they want is your money. All they will give you is the least they can in exchange for your money. They are in the business for profit only. They pay no taxes in your town.

Talk it over with your own business men. Ask them what they will do for you in the way of service in exchange for your cash orders. This is the only way to do.

And keep this one thought in mind. The more money you send away to the mail order houses, just so much more are you endangering your own prosperity and just so many more nails are you driving into the coffin in which to bury your local ambitions.

If the five hundred millions of dollars that you send to the catalogue houses every year were to be handed over to your own local merchants they could accomplish the most astounding results—better service, better goods, better prices and better local conditions all around.

Lay aside the petty disagreements and disputes. Go to your own local dealer and tell him frankly what you need. Ask him if he can get it for you. Tell him you will support him and you will be astonished by the manner in which he will hustle to supply your requirements.

If your local merchants were to be given the cash that you send away to the catalogue houses you would soon see springing up in your own town some of those big establishments for trade which will save you not only a lot of your money, but will offer conveniences and facilities for purchasing such as you find now only in the large centers of population.

GERMAN SHIPS LAID UP IN OUR PORTS.

According to the New York Times, there are sixty-six German and Austrian merchant vessels laid up in the ports of the United States or its islands and possessions. Their gross tonnage is 518,706 and net tonnage 297,760 tons. Fifty-five of these ships fly the German flag, while eleven are Austrian vessels. Thirty of the ships are at New York, eight at Boston, four each at New Orleans and Baltimore, three at Philadelphia and eight

"Send me Sunkist Seedless Navel Oranges"

Say that over the 'phone to your dealer now.
It brings the very finest fruit of its kind—fresh from California, fully ripe, juicy, sweet, firm, tender, delicious—just as it tastes when picked direct from the tree.

Eat Sunkist Oranges in salads and desserts—eat them whole between meals and at bedtime.
Order today—a dozen or a box. Low prices place them within the reach of all.

California Sunkist Oranges

Picked Ripe from the Tree—Shipped to All Markets by Fast Freight—Sold by Best Dealers in Your Neighborhood

Try Sunkist Lemons

Juicy, tart, practically seedless. The most attractive looking lemons—sliced, quartered or halved—to serve with fish, meats and tea.
Pure Sunkist Lemon juice in place of doubtful vinegar adds a dainty flavor to scores of dishes.

Beautiful Silver Premiums

Save Sunkist Wrappers. Our book tells 110 ways of using oranges and lemons, also how to exchange these wrappers for beautiful Wm. Rogers & Son tableware of pure silver plate. Exclusive design. No advertising.
We refund the trifling you pay to get this silver if not satisfactory in every way.
The book pictures the popular pieces. Get your copy now.
California Fruit Growers Exchange
139 N. Clark Street, Chicago

at Honolulu. The Hamburg-American line owns twenty-eight of the ships, and the North German Lloyd owns fifteen. The largest in the list is the 54,000-ton Vaterland, with a crew of 923 men, tied up at New York. Next in size is the President Grant, also at New York, with a crew of 525 men. Third in size is the Amerika, of 22,000 tons, at Boston, with a crew of 541 men. Other large vessels in the list are the Kronprinzessin Cecilie, Kaiser Wilhelm II, Cincinnati, Pennsylvania, Grosser Kurfurst, Bulgaria, Barbarossa, Princess Irene, Friedrich der Grosse, Hamburg and Rhein.

LEAVES FOR THE EAST.
Provo, March 3.—Fred W. Fresse, president of the Utah Valley Gas & Power company, which was recently taken over by the Utah Valley Gas & Power company, is expected to return to take charge of this work.

mental United States is 483,678. They are the Kron Prinzessin Cecilie, Kaiser

& Coke company, left yesterday for New York City, accompanied by Mrs. Fresse. Mr. Fresse having severed his connection with the corporation upon its reorganization. Mr. Fresse will probably not return to Provo unless the gas main from Provo to Springville and Payson, now under consideration, is built, in which event he is expected to return to take charge of this work.

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie, Kaiser

are the Kron Prinzessin Cecilie,